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Mr. Mark Barry
M. Barry and Co.
116 West 23rd Street
Fifth Floor
New York, NY 10011



**“Who needs Life Insurance?
You’d be surprised...”**

—the 800lb gorilla in the room.

Who is the 800lb gorilla in the room?

“I’m a metaphor for the things you don’t want to think about but know you should. A representation of the big important issues you intend to get to. I’m that nagging sensation that it’s time for you to start planning for your financial future. As the 800lb gorilla in the room, I know a thing or two. I know that you are not alone. Most people do very little about planning for their financial future. But this is too important an issue to leave alone. I’m here to encourage you to start planning today. So consider me a wake-up call. It’s time to get going. And once you do, you’ll wonder why you ignored me for so long.”

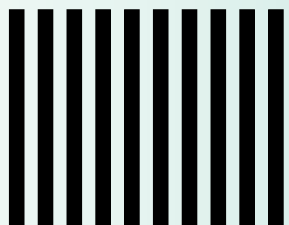


—the 800lb gorilla in the room.

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The unexpected is one reason to own life insurance; financial commonsense is another.

Life is full of surprises. Some can happen any moment; some later in life. Life insurance is the only financial product that can provide for both — guaranteeing a large sum of money to help in a crisis now, or to live on later in retirement.

How much life insurance is enough?

The amount of life insurance you need depends on your individual situation, but most families need coverage equaling 6-8 times their annual household income. And, if you depend on two incomes to make ends meet, each of you needs life insurance.

The younger you buy, the more affordable it usually is.

Everyone wants to save money — especially these days, and the #1 way to save on life insurance is to buy now, before you get one year older. You may even save thousands of dollars over time.

Why AXA?

The answer is rates, strength and service. Helping clients achieve financial security since 1859, AXA Equitable Life Insurance Company remains one of the nation's largest and most highly-rated life insurers.

Get a free Life Insurance Analysis from an AXA Advisors financial professional.

How much coverage do you need? What kind of life insurance is right for you — Term or Permanent? How much can you save by acting now? Allow an AXA professional to provide you with no-obligation answers with a free Life Insurance Analysis. Just mail the card below. You'll be surprised just how easy it is.



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Make sure you and your family are adequately covered by getting a free Life Insurance Analysis.

YES, I want the peace of mind of knowing we are covered. Please contact me for a free, no-obligation Life Insurance Analysis.

Mr. Mark Barry
M. Barry and Co.
116 West 23rd Street
Fifth Floor
New York, NY 10011
Response code <<DQ-3301234>>



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